As an inflight crew member, I would strongly discourage allowing celluar phone use inflight. It is difficult enough to hold passenger attention on the ground due to cell phones, much less inflight. The noise issue is another factor. Many passengers come to you to ask you to quiet down another passenger simply listening to a radio too loudly or watching a dvd. I can only imagine the altercations that could potentially occur between passengers and crew due to people talking loudly on their phones, not to mention if someone were delivered bad news inflight(ie: a death in the family) - the ensuing chaos from someone having a break down. At times, it is difficult enough to keep order in the cabin as is. This will just create more problems in the air. I am strongly opposed to allowing phone usage inflight.